TEACHERS' RETIREMENT BOARD

BENEFITS AND SERVICES COMMITTEE

SUBJECT: Web-Site Usage Levels   ITEM NUMBER: 9

                                                  ATTACHMENT(S):   0

ACTION: ___   MEETING DATE: September 6, 2001
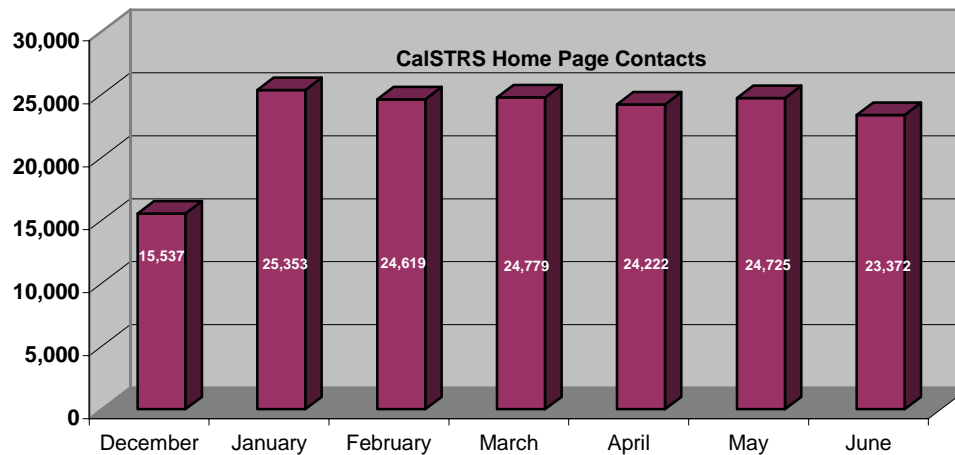
INFORMATION: X   PRESENTER: Francisco Lujano

The California State Teachers' Retirement System (CalSTRS) website (www.calstrs.ca.gov) made its official debut on the World Wide Web (WWW) April of 1996. The site was designed as a text-based website that provided static information regarding CalSTRS benefits. The text-based site was also designed to accommodate the low-speed modems that were standard at that time. The standard modem speed of 14.4-28.8 kilobytes-per-second (kbps) meant that any graphics on the site, while eye-catching, would significantly increase the customer's download time. Current industry standards have moved to higher speed connections that transmit at 56 kbps or higher. Faster connection speed and advances in web browser technology enable users to display more than text. It is now practical to transmit more graphics and interactive features.

These advances in Internet technology lead to the 1998 redesign of the CalSTRS website, which also reflected its more significant role as a means for CalSTRS to communicate with its members and other stakeholders. Since the redesign of the CalSTRS website, the reported number of contacts has increased from approximately 7,000 in 1997-98 to 22,000 in 1998-99, and 38,000 in 1999-00. Staff has estimated that the website would receive approximately 52,000 contacts during the 2000-01 fiscal year.

This method of counting contacts does not adequately distinguish users who use the same Internet Service Providers (ISPs), such as America Online, to access the CalSTRS website, and therefore generally understates the level of usage of a website. Website traffic can be measured in a number of other ways, such as the number of individual pages accessed or the number of elements in a page, including graphics that have been accessed. (For example, when a visitor calls up a Web page with four graphics, this is counted as five hits, one for the page itself and four for the graphics.) After discussions with web staff from other agencies, CalSTRS staff have determined that counting the number of times a web page is viewed is an appropriate means to measure traffic on a website. Page Views are a count of the number of pages viewed and do not include the supporting graphics files. Using the Page View methodology, CalSTRS' Web site registered 252,120 home page views or hits. The chart below indicates the number of CalSTRS home page views for each month from December 2000 through June 2001.

CalSTRS Home Page Contacts

Month	Contacts
December	15,537
January	25,353
February	24,619
March	24,779
April	24,222
May	24,725
June	23,372

CalSTRS staff is also able to determine which Web pages are most popular to site users. Between July 1, 2001 and July 30, 2001, the five following pages were most commonly accessed by CalSTRS website users:

1. The Home page   24,348 contacts
2. The Benefit Program page   6,684 contacts
3. The Retirement Calculator page   4,929 contacts
4. The Home Loan Program Interest Rates page   4,737 contacts
5. Contact CalSTRS Page   3,892 contacts

CalSTRS staff will include similar information to the committee in future Level of Service Standards reports. In addition, beginning September 2001, the CalSTRS website will be hosted by a new ISP that will offer the use of a statistical reporting software that is more robust and customizable than the software provided by CalSTRS' current ISP. This software can provide a detailed breakdown of the most popular CalSTRS web pages, the most viewed documents, first page viewed (entry page), single access pages, top directories, most downloaded files, most accessed file types, and new versus returning visitors. Such additional information can be included in the monthly committee report. In addition, the availability of this enhanced data allows the CalSTRS staff to define the parameters of the statistical report to identify potential avenues for improvement in the website.

CalSTRS Website Usage Levels

Presented to:

Teachers' Retirement Board

September 6, 2001

Presented by:

Francisco Lujano, Chief

Supplemental Programs, Research and Internet Technology Division

www.CalSTRS.ca.gov

California

STRS

State Teachers' Retirement System

99/00 00/01 01/02

Background/History

- ◆ CalSTRS Joined the "Information Super Highway" in April 1996
  - ■ Text-based website
- ◆ Major website redesign in 1998
- ◆ Website Contact History
  - ■ 1997-98 = 7,000
  - ■ 1998-99 = 22,000
  - ■ 1999-00 = 38,000
  - ■ 2000-01 = 58,000

Ways to Measure Website Traffic

◆ Website contacts measured by unique IP address

- Generally understates the level of usage of a website

- Does not adequately distinguish users who have the same Internet Service Providers

$$(a + b)^2 = a^2 + 2ab + b^2$$
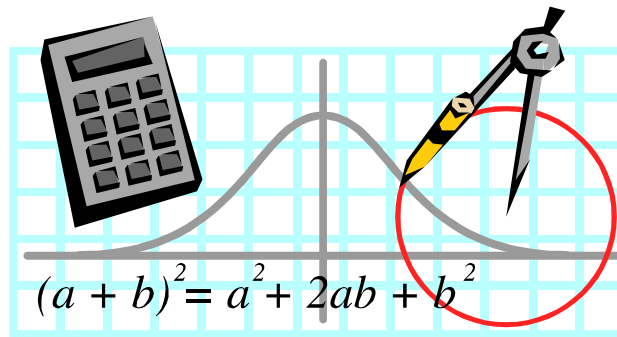
Ways to Measure Website Traffic (continued)

◆ Website hits a single action on the web server as it appears in the log file

- For example, a visitor downloading a single file is logged as a single hit, while a visitor requesting a web page including 2 images registers as three hits on the server
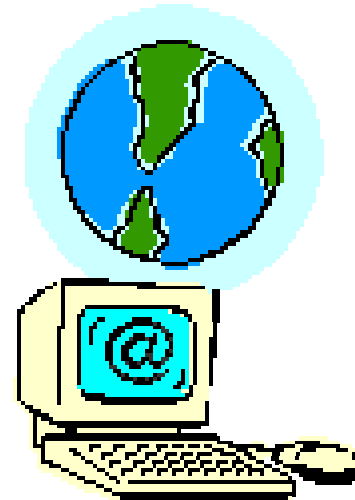
Ways to Measure Website Traffic (continued)

◆ Page views: A count of the number of pages viewed which excludes supporting graphics files

◆ Using page views, CalSTRS registered 252,120 home page views/hits

CalSTRS Home Page Contacts

Month	Value
December	15,537
January	25,353
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March	24,779
April	24,222
May	24,725
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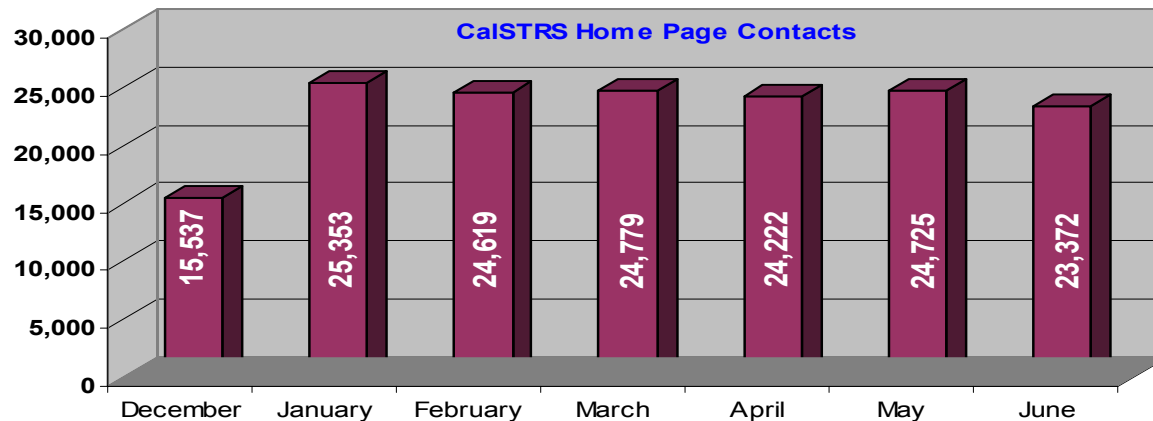
5 Most Frequently Accessed Web Pages for 2001/02 FY Year

Web Page	July 2001	August 2001	Total Contacts
Home Page	24,348	35,346	59,694
Benefit Programs	6,685	11,315	18,000
Retirement Calculator	4,929	7,763	12,692
Home Loan Program Interest Page	4,737	5,509	10,246
Contact CalSTRS	3,892	6,007	9,899

California
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CalSTRS Home Page
(July 1, 2001 – August 30, 2001)

99/00 00/01 01/02

**Welcome to the
California State Teachers' Retirement System**
"Committed to lifetime security and service that meets the changing needs of California's educators."

Monday, August 27, 2001
CalSTRS Highlights OnLine

About CalSTRS
Benefits & Programs
Governmental Affairs
Publications
Related Sites
Technical Area
CalSTRS Forms
Site Map
CA Home Page
Contact CalSTRS

California's Energy Challenge - Tips to Reduce Energy Bills!

Public Notice Regarding Request for Proposal #2P200102 (8/24/01)

Register for Financial Education Fall 2001 Workshops (8/16/01)

Request for Information for Affordable Housing Investments (8/9/01)

Conflict of Interest: Notice, Proposed Amendments & Reasons (8/3/01)

Updated Cash Balance Benefit Program Employer Handbook (7/31/01)

Cancelled: August 2001 Teachers' Retirement Board Meeting (7/25/01)

Public Notice Regarding IFB B200101 (7/25/01)

Updated Medicare Information Packet (7/20/01)

Purchasing Additional Service Credit (7/2/01)

AB 429 Frequently Asked Questions: Ad Hoc Payment (7/2/01)

More of "What's New"

CalSTRS Quick Nav
Take me to...

search

Thank you for visiting the CalSTRS Web Site!
copyright © 1997-2001 CalSTRS

Privacy Principles & Copyright Notice

59,694 Contacts

Benefit Program Page

(July 1, 2001 – August 30, 2001)

Benefits & Programs

Cash Balance Benefit Program
Designed with you in mind!

Voluntary Investment Program
Investing in your future!
403(b) Program

Defined Benefit Program

Defined Benefit Supplement Program
Enhancing Your Financial Security

Home Loan Program

Medicare Benefits Program

18,000 Contacts

2

Retirement Calculator Page
(July 1, 2001 – August 30, 2001)

CalSTRS Retirement Benefits Calculator - Microsoft Internet Explorer

File Edit View Favorites Tools Help

CalSTRS Retirement Benefits Calculator

If you have not read the **disclaimer page**, please do so before using the calculator.

Your birthdate:

Month (01-12):

Year (00-99): **19**

The date you want to retire:

Month (01-12):

Year (1996-2099):

Years of service credit you expect to have at retirement:

Actual Service Credit (05.000 or more): 05.000

Other Service Credit (not to exceed 5.000): 0.000

Yearly salaries from your last three years of work:

This year's salary:

Salary last year:
(NOT REQUIRED IF YOU HAVE 25 OR MORE YEARS SERVICE CREDIT)

Salary two years ago:
(NOT REQUIRED IF YOU HAVE 25 OR MORE YEARS SERVICE CREDIT)

Show Modified Options for ONE Beneficiary (only):
Leave this blank to name MULTIPLE beneficiaries.

Beneficiary Year of Birth:
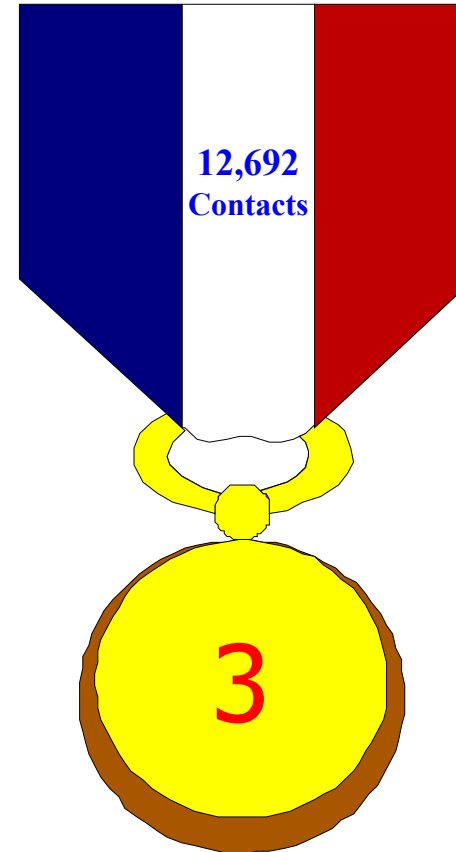
Request an Estimate   Clear Form

Internet

12,692 Contacts

3

99/00   00/01   01/02

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State Teachers' Retirement System

WWW.CALSTRS.CA.GOV

Interest Rates - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Interest Rates

The Home Loan Program Mortgage Interest Rates* of the California State Teachers' Retirement System are as follows:

Conventional Loan Program (Up to 1% Origination Fee)					
Conforming Loans to $275,000.00			Non-Conforming Loans from $275,000.01 to $350,000.00		
	Rates*	Price		Rates*	Price
30 Year:	6.875%	100.000	30 Year:	7.125%	100.000
15 Year:	6.375%	100.000	15 Year:	6.625%	100.000
No Points, No Fees Program (Up to 1% Origination Fee)					
Conforming Loans to $275,000.00			Non-Conforming Loans from $275,000.01 to $350,000.00		
	Rates*	Price		Rates*	Price
30 Year:	7.625%	103.000	30 Year:	7.875%	103.000
15 Year:	7.125%	103.000	15 Year:	7.375%	103.000
CalSTRS/CaHLIF Zero-Down Preferred Program (Up To 1% Origination Fee)					
Conforming Loans to $275,000.00			Non-Conforming Loans from $275,000.01 to $350,000.00		
	Rates*	Price		Rates*	Price
30 Year:	6.875%	100.000	30 Year:	7.125%	100.000

*As of August 27, 2001
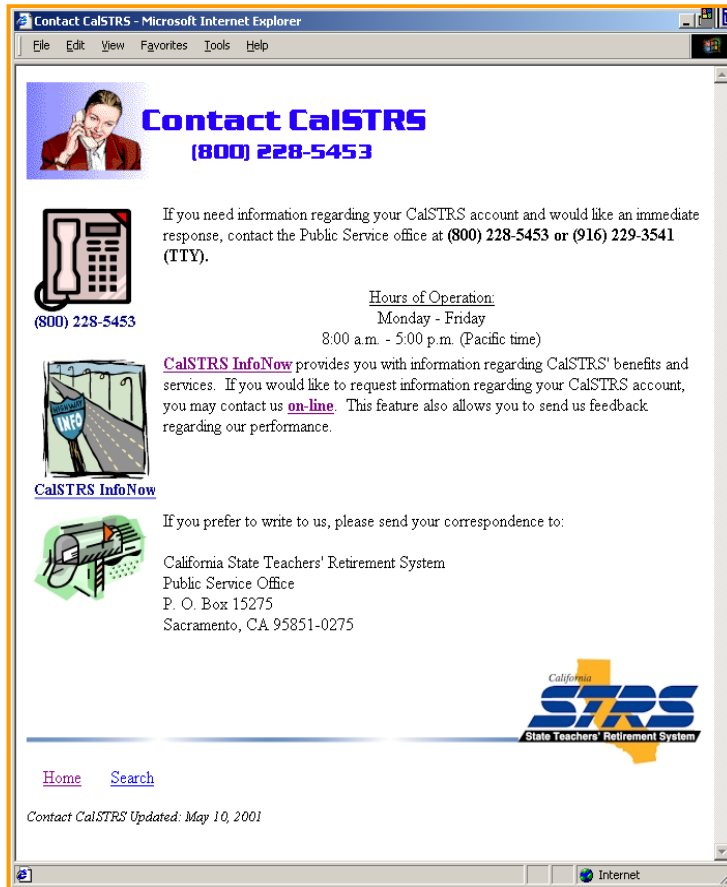
Your Correspondent Lender can help you confirm these rates and/or provide additional information.

California STRS
State Teachers' Retirement System

Done   Internet

4

10,246 Contacts

99/00   00/01   01/02

California STRS
State Teachers' Retirement System

Contact CalSTRS Page
(July 1, 2001 – August 30, 2001)

Contact CalSTRS
(800) 228-5453

If you need information regarding your CalSTRS account and would like an immediate response, contact the Public Service office at **(800) 228-5453 or (916) 229-3541 (TTY).**

(800) 228-5453

Hours of Operation:
Monday - Friday
8:00 a.m. - 5:00 p.m. (Pacific time)

CalSTRS InfoNow provides you with information regarding CalSTRS' benefits and services. If you would like to request information regarding your CalSTRS account, you may contact us **on-line**. This feature also allows you to send us feedback regarding our performance.

CalSTRS InfoNow

If you prefer to write to us, please send your correspondence to:

California State Teachers' Retirement System
Public Service Office
P. O. Box 15275
Sacramento, CA 95851-0275

Home   Search

Contact CalSTRS Updated: May 10, 2001

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9,899 Contacts

99/00   00/01   01/02

What to Expect in Upcoming Level of Service Reports

- ◆ Detailed breakdown of the most popular CalSTRS Web Pages
- ◆ Most viewed documents
- ◆ First page viewed
- ◆ Single access pages

Level of Service Reports

WEBTRENDS

California
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Questions and Answers?

California
STRS
State Teachers' Retirement System

Presented to:

Teachers Retirement Board

September 6, 2001

Presented by:

Francisco Lujano, Chief

Supplemental Programs, Research and Internet

Technology Division

99/00 00/01 01/02

www.CalSTRS.ca.gov